

## ABSTRACT

## TELEVISION

5           A television system which enables advertisements to be targeted at viewers who have a particular interest in the products or services being promoted by the advertisement comprises reviews from a plurality of reviewers (101-1 to 101-n) commissioned by the advertiser (100) and alternatively or additionally by independent reviewers (103-1 to 103-n). These reviews are  
10 encoded into a data channel associated with the advertisement. A product rating decoder (106) is provided in a receiver (105) which decodes the data in the data channel and selects advertisements for display based on the data and a user profile generated either explicitly by the user entering preferences via a user interface (109) or implicitly by monitoring the type of programme selected  
15 for viewing by the user.

(Figure 1).